

## Promotional Techniques

The following is an outline for good promotional techniques to support your church's outreach and evangelism.

### Put Things in Perspective:

- Who are your target groups?
- Where are your target groups located geographically?
- What will your facilities accommodate?
- Do you have a budget? If so, how much?
- How can you effectively gain the attention of your target group?

### Recruit:

- Writers to write announcements for your church and the media, articles for newsletters and newspapers and communications to parents
- Speakers to make announcements or give interviews
- Artists and layout designers to create posters, ads and notices
- Runners to distribute publicity materials
- Prayer warriors to pray for those you will be reaching, as well as for your team
- Volunteers to decorate your facility as VBS draws near

### Ways to Advertise:

- Contact the media (newspaper, radio or TV)
- Use word of mouth
- Form a telephone committee
- Paint signs
- Use bulletin inserts
- Hang posters in local businesses
- Distribute flyers
- Lease billboard space or buy a yard banner
- Hold pep rallies and special promotional events



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